B46 C7715-3A

AUGUST
1985

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	AUGUST		% '85 VS '84	% IND	
	1985	1984		1985	1984
A.M.C.	9721	12719	76.43	1.05	1.49
(Alliance)	5291	6770	78.15	.57	.79
(Encore)	3534	4855	72.79	.38	.57
(Eagle)	896	1094	81.90	.10	.13
CHRYSLER	31795	27804	114.35	3.43	3.26
(Laser)	3751	4200	89.31	.41	.49
(Le Baron/GTS)	14472	8578	168.71	1.55	1.01
(E/NY/S AY/NPT)	13572	15026	90.32	1.47	1.76
DODGE	39374	31308	125.76	4.26	3.68
(Daytona)	3869	3394	114.00	.42	.40
(Colt/Vista/Conq)	4063	4126	98.47	.44	.48
(Omni)	8207	9820	83.57	.89	1.16
(Aries)	11743	6658	176.37	1.27	.78
(Lancer)	4628	-	-	.50	-
(600)	4080	4706	86.70	.44	.55
(Diplomat)	2784	2604	106.91	.30	.31
PLYMOUTH	29194	23467	124.40	3.15	2.76
(Colt/Vista/Conq)	3869	3680	105.14	.42	.43
(Horizon)	8842	10025	88.20	.95	1.18
(Reliant)	12925	8516	151.77	1.39	1.00
(Caravelle)	2392	-	-	.26	-
(Gran Fury)	1166	1246	93.58	.13	.15
CHRYSLER CORP.	100363	82579	121.54	10.84	9.70
FORD	93966	102110	97.90	10.80	11.98
(Escort)	32245	30095	107.13	3.50	3.53
(Tempo)	18100	20635	87.72	1.95	2.42
(LTD/Crn Vict)	24110	28267	85.29	2.60	3.32
(Mustang)	11689	11184	104.52	1.26	1.31
(T'Bird)	13822	11925	115.91	1.49	1.40
XR4 Merkur	963	-	-	.10	-
LINCOLN	13392	12311	108.78	1.45	1.45
(Mark VI & VII)	1770	1966	90.03	.20	.24
MERCURY	43823	43356	100.62	4.71	5.09
(Topaz)	4250	5798	73.30	.46	.68
(Marq/Gr Marq)	19463	21325	91.27	2.10	2.50
(Cougar)	11212	9766	114.81	1.21	1.15
(Capri)	1474	1347	109.43	.16	.16
(Lynx)	7224	5120	141.09	.78	.60
LINC/MERC DIV	57978	55667	104.15	6.26	6.54
FORD MOTOR CO.	157944	157777	100.11	17.06	18.52
BUICK	7111	7911	89.89	1.68	9.29
(Skyhawk)	7335	12628	58.09	.79	1.48
(Somerset Regal)	3402	-	-	.37	-
(Century)	21870	17694	123.60	2.36	2.08
(Regal)	10792	16282	66.28	1.17	1.91
(Riviera)	4848	3706	130.81	.52	.44
CADILLAC	27464	26275	104.53	2.97	3.08
(Cimarron)	1890	1584	119.32	.20	.19
(Eldorado)	4305	5553	88.33	.54	.65
(Seville)	2442	2676	91.26	.26	.31
CHEVROLET	142330	129984	109.50	15.36	15.28
(Chevette)	11867	13466	88.13	1.28	1.58
(Celebrity)	33689	25604	131.58	3.63	3.01
(Cavalier)	32633	33414	97.66	3.52	3.94
(Camaro)	18781	18341	102.40	2.03	2.15
(Citation)	2701	5373	50.27	.29	.63
(Corvette)	3053	2140	142.66	.33	.25
(Monte Carlo)	8389	8920	94.05	.91	1.05
OLDSMOBILE	88723	85795	103.42	9.58	10.07
(Firenza)	5120	5705	54.69	.34	.67
(Calais)	4845	-	-	.52	-
(Cutlass Ciera)	28372	21499	131.97	3.07	2.52
(Cutlass)	18721	20856	89.76	2.02	2.45
(Toronado)	2895	3388	85.45	.31	.40
PONTIAC	61127	59144	103.35	6.60	6.94
(1000)	1756	2404	73.04	.19	.28
(Sunbird)	8936	12056	74.12	.96	1.42
(Grand Am)	2119	-	-	.23	-
(6000)	15274	9623	158.72	1.65	1.13
(Bonneville)	4466	5303	84.22	.48	.62
(Firebird)	9084	9396	96.68	.98	1.10
(Fiero)	7947	8102	98.09	.86	.95
GEN MTRS CORP.	390763	380309	102.75	42.19	44.66
Misc. Domestic	36	27	111.11	-	-
Other Import	267238	218304	122.42	28.86	25.63
U.S. TOTAL	926059	851715	108.73		

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '85 vS '84	% IND		YEAR END 1984
	1985	1984		1985	1984	
A.M.C.	86450	121427	71.20	1.21	1.79	188752
(Alliance)	46433	62767	73.98	.65	.92	99533
(Encore)	31583	45949	68.73	.44	.68	68666
(Eagle)	8434	12711	66.43	.12	.19	20553
CHRYSLER	243646	205883	118.34	3.42	3.04	321303
(Laser)	36539	35838	102.12	.51	.53	52079
(Le Baron/GTS)	103141	65412	157.68	1.45	.97	98681
(E/NY/S AY/NPT)	103906	104633	99.31	1.46	1.54	170543
DODGE	323959	264677	122.40	4.53	3.92	406890
(Daytona)	34422	29542	116.52	.48	.44	43474
(Colt/Vista/Conq)	27835	27459	101.37	.39	.41	47168
(Omni)	91930	78123	117.67	1.28	1.16	118068
(Aries)	77162	73688	104.71	1.08	1.09	109263
(Lancer)	29836	-	-	.42	-	1499
(600)	37913	33409	96.20	.53	.58	60709
(Diplomat)	24870	16456	151.13	.35	.24	26709
PLYMOUTH	254354	212248	119.84	3.57	3.13	324253
(Colt/Vista/Conq)	26791	24481	109.44	.38	.36	42356
(Horizon)	98199	81877	119.93	1.38	1.21	124230
(Reliant)	92807	95450	97.22	1.30	1.41	134721
(Caravelle)	23834	-	-	.33	-	7668
(Gran Fury)	12723	10430	121.98	.18	.15	15278
CHRYSLER CORP.	821959	682808	120.38	11.52	10.09	1052446
FORD	913873	841115	108.62	12.81	12.43	1286004
(Escort)	272604	244486	111.50	3.83	3.61	379910
(Tempo)	192215	166624	115.36	2.69	2.46	254580
(LTD/Crn Vict)	236215	240934	98.05	3.31	3.56	361169
(Mustang)	106944	87688	121.95	1.50	1.30	135172
(T'Bird)	105895	101613	104.21	1.48	1.50	154073
XR4 Merkur	3724	-	-	.05	-	2
LINCOLN	104578	92571	112.97	1.47	1.37	144548
(Mark VI & VII)	13685	21592	63.38	.20	.32	28381
MERCURY	348981	340132	102.60	4.89	5.02	520868
(Topaz)	51481	48403	106.36	.72	.71	73991
(Marq/Gr Marq)	151817	160694	94.48	2.13	2.37	242876
(Cougar)	82189	75667	108.62	1.15	1.12	119805
(Capri)	10450	12368	84.49	.15	.18	17680
(Lynx)	53044	43000	123.36	.74	.64	66516
LINC/MERC DIV	457283	432703	105.68	6.41	6.39	665418
FORD MOTOR CO.	1371156	1274018	107.62	19.22	18.82	1951422
BUICK	573827	612674	93.66	8.04	9.05	919904
(Skyhawk)	60368	83793	72.04	.85	1.24	119600
(Somerset Regal)	60602	-	-	.85	-	11047
(Century)	145121	136106	106.62	2.02	2.00	209608
(Regal)	71071	132557	53.62	1.00	1.96	183271
(Riviera)	34771	33509	103.51	.48	.49	52257
CADILLAC	196904	202951	97.03	2.76	3.00	310257
(Cimarron)	14033	11891	118.01	.20	.18	18012
(Eldorado)	43883	44211	99.21	.61	.65	68847
(Seville)	21213	22824	92.94	.30	.34	35167
CHEVROLET	1087485	1075297	101.04	15.25	15.83	1557208
(Chevette)	81715	120114	68.03	1.15	1.77	165740
(Celebrity)	231583	218998	105.75	3.25	3.23	317220
(Cavalier)	283385	248086	114.47	3.98	3.66	372720
(Camaro)	138479	137414	100.78	1.94	2.03	198895
(Citation)	39258	66784	58.78	.55	.99	90418
(Corvette)	25804	18470	139.71	.36	.27	30400
(Monte Carlo)	74848	87705	85.34	1.05	1.30	115495
OLDSMOBILE	712571	739052	96.42	9.99	10.92	1039774
(Firenza)	36179	41269	87.67	.51	.61	60722
(Calais)	77267	-	-	1.08	-	12064
(Cutlass Ciera)	215461	172969	124.57	3.03	2.56	237977
(Cutlass)	142336	225899	63.27	2.00	3.35	301843
(Toronado)	23176	26697	86.81	.32	.39	41156
PONTIAC	500587	457190	109.17	7.02	6.90	685361
(1000)	14583	18526	78.72	.20	.27	27211
(Sunbird)	77298	84900	91.05	1.08	1.26	124127
(Grand AM)	80721	-	-	1.85	-	13858
(6000)	100697	83018	121.30	1.43	1.23	120652
(Bonneville)	34470	45944	73.43	.48	.69	54313
(Firebird)	70501	69657	101.36	.99	1.03	98858
(Fiero)	53560	67099	94.73	.89	.99	92375
GEN MTRS CORP.	3071474	3098144	99.14	43.06	45.78	4512504
Misc. Domestic	151	187	80.70	-	-	267
Other Import	1782939	1593930	111.85	24.99	23.54	2423338
U.S. TOTAL	7134159	6770514	105.37			10128729

(Memo Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	AUGUST	% INC	YEAR TO DATE		% '85 VS '84	% IND	
	1985		1985	1984		1985	1984
Dodge	35372	9.84	347415	273036	127.24	11.23	10.35
Plymouth	7628	1.91	72361	51319	141.00	2.34	1.95
Ford	97226	24.31	826981	760842	108.69	26.72	28.84
Chevrolet	115460	28.87	826010	726509	113.70	26.70	27.55
G.M.C.	32122	8.03	228505	199607	114.48	7.39	7.57
IH	6668	1.67	47131	40903	115.23	1.52	1.55
Jeep Truck	12385	3.10	106935	91081	117.41	3.46	3.45
Mack/Midliner	2100	.52	20662	15138	136.49	.67	.57
Kenworth	460	.11	6874	8615	79.78	.22	.33
Peterbilt	695	.17	8057	8102	99.44	.26	.31
Daimler-Benz Corp	1525	.38	14831	11156	133.48	.48	.42
Volvo White	899	.22	8368	6266	133.55	.27	.24
Western Star	98	.02	791	345	229.28	.03	.01
Miscellaneous	8334	20.85	578498	444577	130.14	18.71	16.86
U. S. Total	400019		3093979	2637497	117.31		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	239096	108319	-	-	-	-	-	-
(Dodge 1)	176219	59212	-	-	-	-	-	-
Plymouth *	72361	-	-	-	-	-	-	-
Ford	462252	326927	-	-	-	8063	20366	9777
(Ford 2)	300691	125178	-	-	-	-	-	-
Chevrolet	453050	341837	19754	-	167	3965	6820	417
(Chev 3)	333203	128675	-	-	-	-	-	-
G.M.C.	107231	32482	3073	-	4243	3891	10051	7534
(G.M.C 4)	74505	31109	-	-	-	-	-	-
I. H.	-	-	-	-	-	16543	10906	19682
Jeep Truck	95599	11336	-	-	-	-	-	-
(Jeep 5)	95599	10074	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	2719	692	17251
Kenworth	-	-	-	-	-	-	-	6874
Peterbilt	-	-	-	-	-	-	-	8057
Daimler-Benz Corp.	-	-	-	-	-	1697	1252	11942
Volvo White	-	-	-	-	-	-	973	7395
Western Star	-	-	-	-	-	-	-	791
Miscellaneous	567159	7198	2152	607	230	94	246	1312
Total	1996748	887695	24979	607	4640	36972	51306	91032
1984 Total	1418617	1036024	25842	455	2068	31907	42553	80026
1985 vs '84	140.75	85.66	96.66	133.41	224.37	115.87	120.57	113.75

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon

2 Includes Ranger, Bronco, Vans and Aerostar

3 Includes El Camino, Blazer, S10, Vans and Astro

* Plymouth Includes Voyager RUD

4 Includes Vans, Caballero, Jimmy, S15 and Safari

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1985		YEAR TO DATE 1984	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	12294	.17	4419	.07
Chevrolet Spectrum	30481	.43	-	-
Dodge Colt	19717	.28	20286	.30
Dodge Colt Vista SW	6440	.09	4437	.07
Dodge Conquest	1679	.02	2736	.04
Plymouth Colt	18832	.26	17967	.27
Plymouth Colt Vista SW	6302	.09	4123	.06
Plymouth Conquest	1657	.02	2391	.04
XR4 Merkur	3724	.05	-	-
Total Domestic Sponsored Imports	101126	1.42	56359	.83
OTHER IMPORTS				
Isuzu	15283	.21	13316	.20
Nissan	353232	4.95	314895	4.65
Honda	356031	4.99	321567	4.75
Mazda	119112	1.67	105384	1.56
Mercedes-Benz	59867	.84	48993	.72
Mitsubishi	28591	.40	23232	.34
Renault	5421	.08	9011	.13
Subaru	101397	1.42	94766	1.40
Toyota	365657	5.13	328138	4.85
Volkswagen	125098	1.75	110809	1.64
Volvo	71256	1.00	67815	1.00
Others	181994	2.55	156004	2.30
Total Other Imports	1782939	24.99	1593930	23.54
	-	-	-	-
GRAND TOTAL ALL IMPORT CARS	1884065	26.41	1650289	24.37

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	44525	1.44	29089	1.10
OTHER IMPORTS				
Isuzu	48514	1.57	25210	.96
Nissan	172908	5.59	131415	4.98
Mazda	72826	2.35	75531	2.86
Mitsubishi	16812	.54	9192	.35
Subaru	2675	.09	3235	.12
Toyota	245087	7.92	180705	6.85
Volkswagen	12072	.39	13282	.50
Others	962	.03	2190	.08
Total Other Import Trucks	571856	18.48	440760	16.71
	-	-	-	-
GRAND TOTAL ALL IMPORT TRUCKS	616481	19.93	469849	17.81

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	138448	4.47	126762	4.81
DODGE RAMPAGE	957	.03	6890	.26
FORD RANGER	163812	5.29	145019	5.54
GMC S15	31893	1.03	28198	1.07
UNITED STATES SUMMARY	*COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO ITS SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR BROADCASTING PROHIBITED *			

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1975	8281840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924188	2976556
(1)1984	10128729	4343398

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 1-85
AUGUST 1985 ISSUED 10/85
(1) REVISED 10/85

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